Siemens PLM Connection
Americas

Powered by PLM World

#PLMConX

An Argument for using Usage-Pattern Analytics in PLM Implementations

Jet Propulsion Laboratory, California Institute of Technology
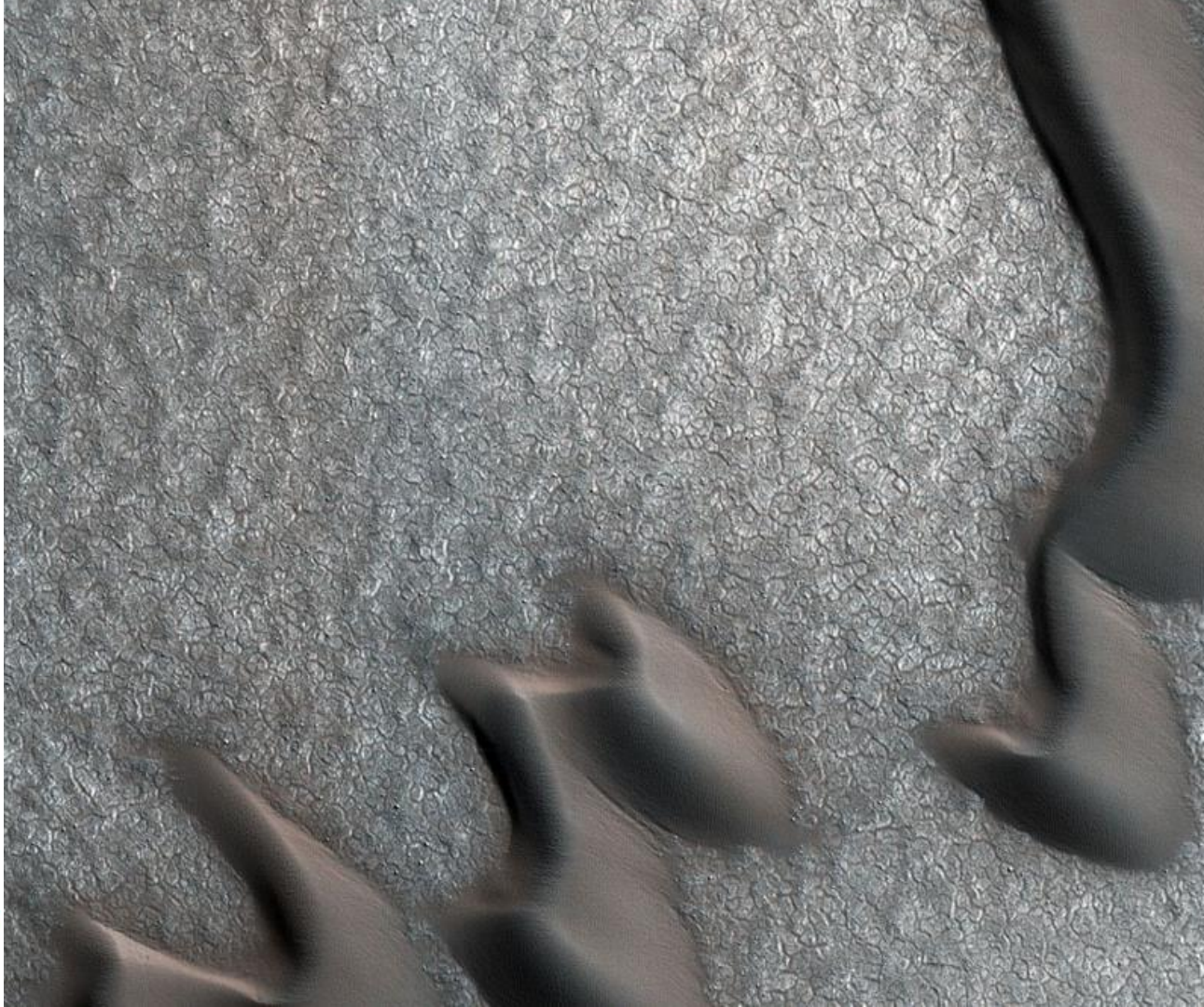@poulsonc

Disclaimer & Copyright

Introduction

The Problem

Usage-Pattern Analytics
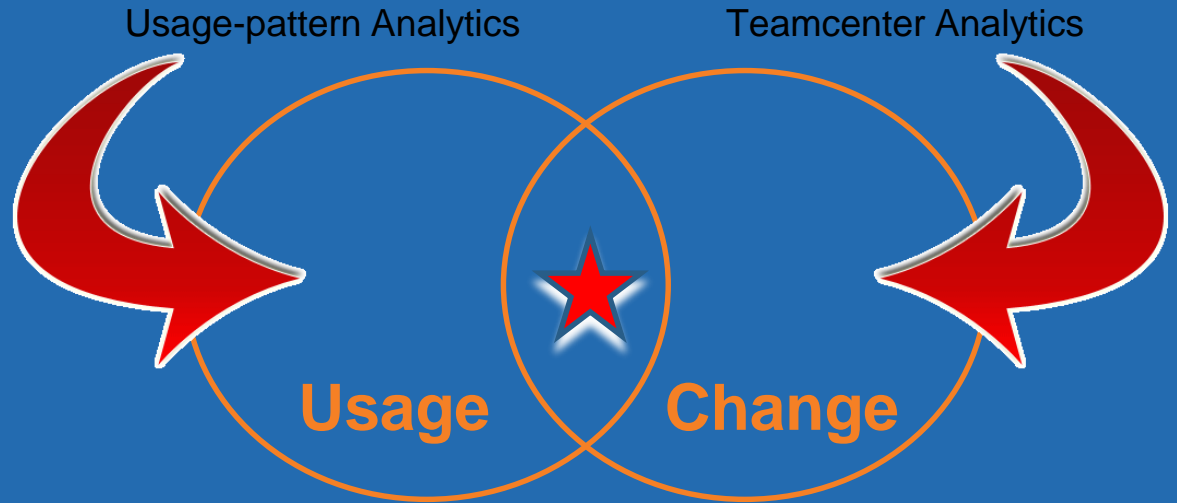
Usage-Pattern Analytics

Usage-pattern Analytics

Teamcenter Analytics

Usage

Change
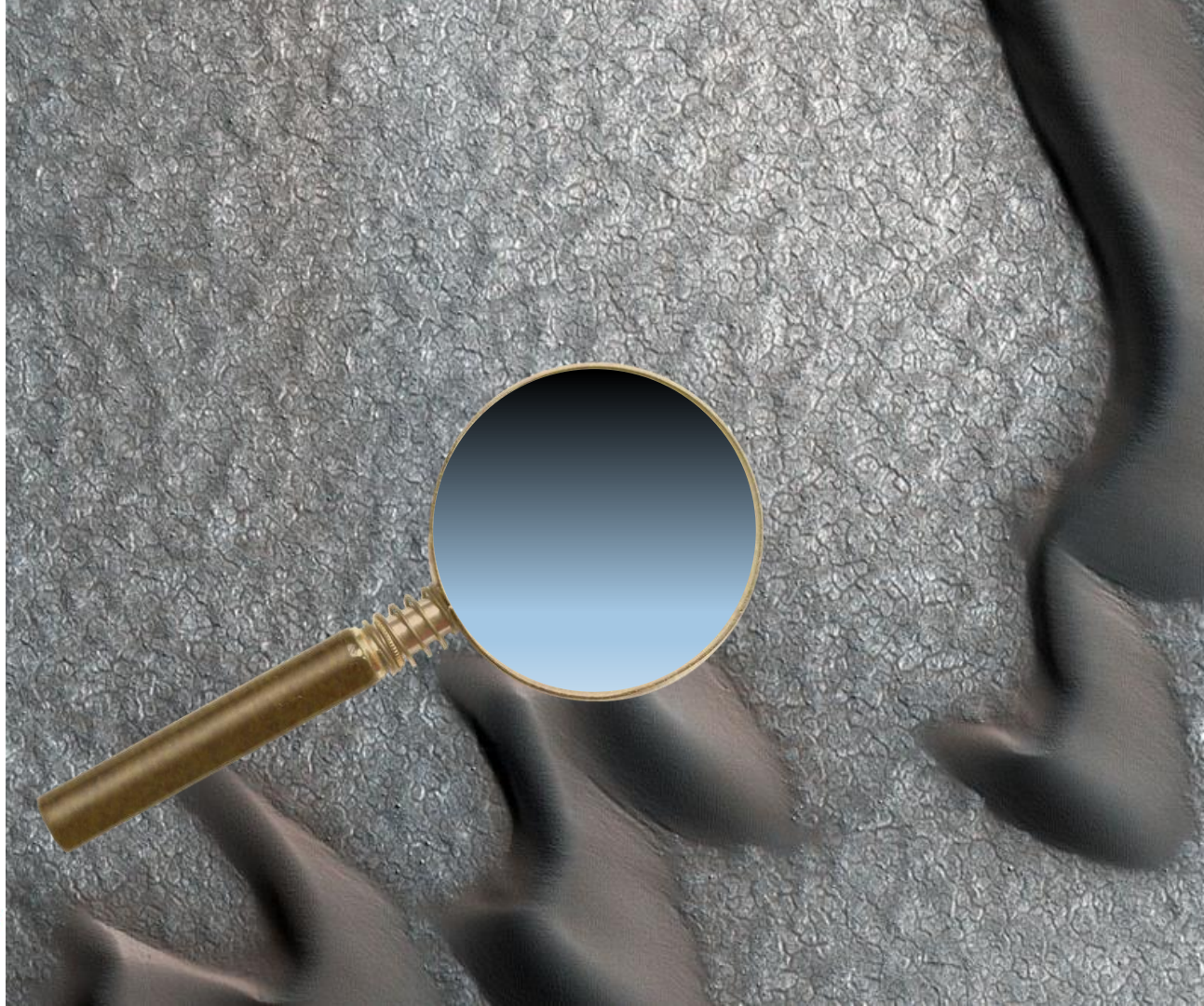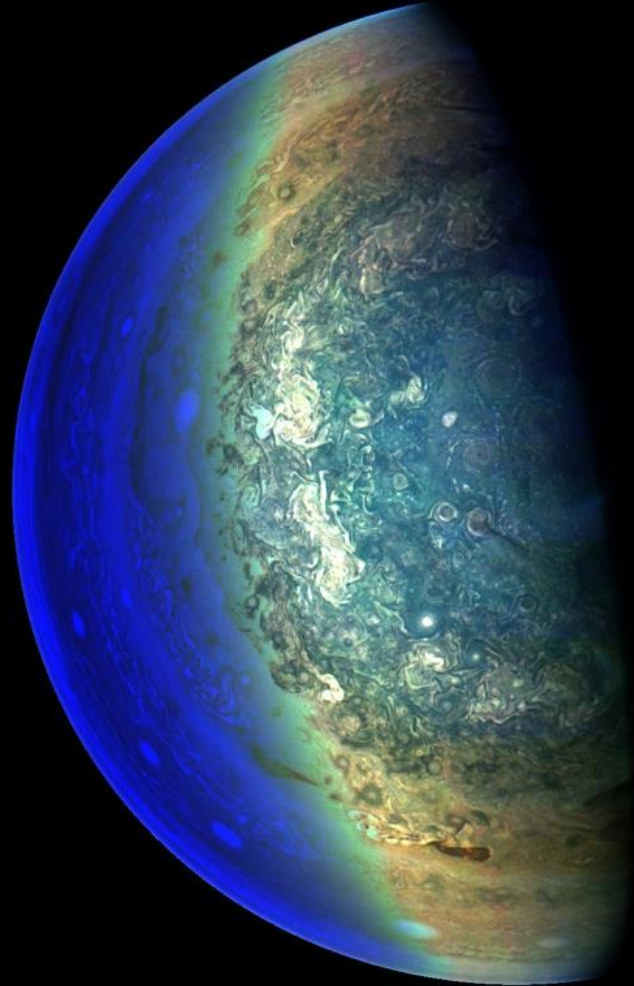
Value of Usage-Pattern Analytics

Usage-Pattern Approaches

Usage-Pattern Analytics Prevalence

General Electric
NASA
Twitter
The Financial Times
Epson
Barnes and Noble
The Four Seasons
Levi's
Samsung
The Virgin Group

How easy it should be

#PLMConX

How easy it should be

how to add google analytics to |

how to add google analytics to **wordpress**
how to add google analytics to **squarespace**
how to add google analytics to **website**
how to
how to
how to
how to
how to
how to
how to
how to

← ADVANCED

EXTERNAL SERVICES

GOOGLE ANALYTICS ACCOUNT NUMBER
Enter your Google Analytics Account Number to enable Google Analytics on
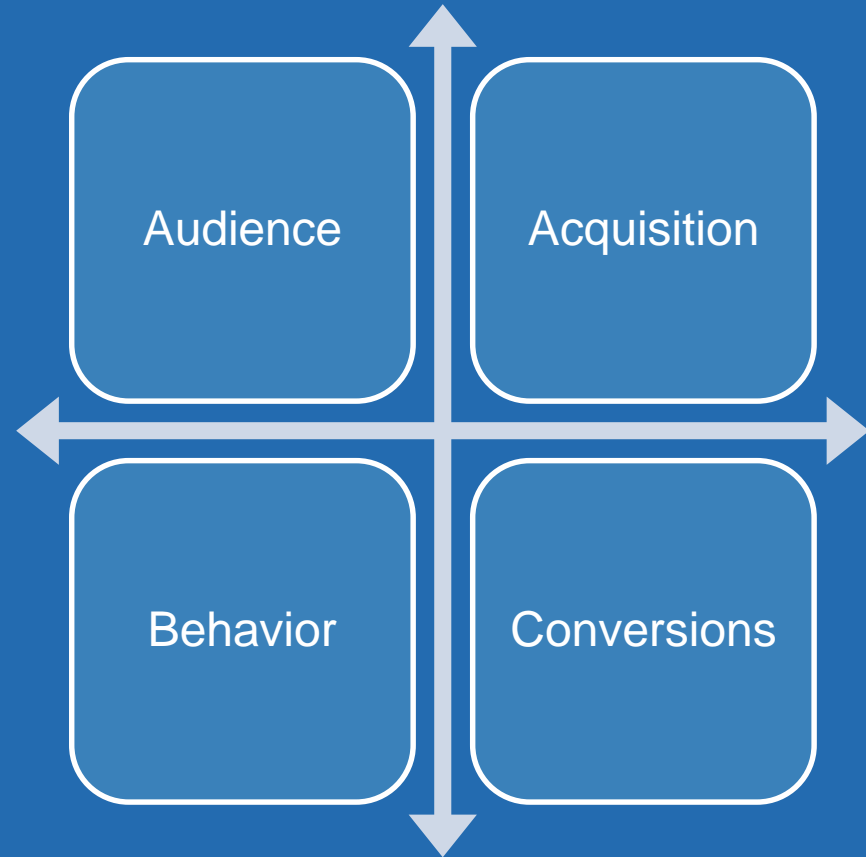your site.

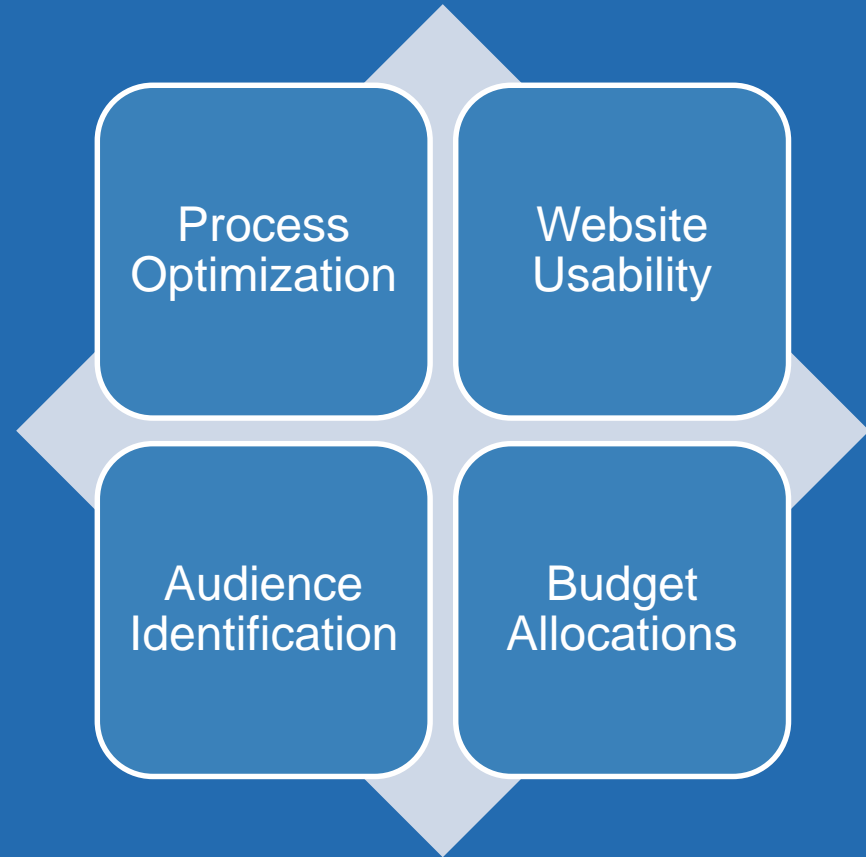UA-XXXXX-YY

**Teamcenter
Admins
Configurers
Implementers
Heroes**

Business Benefits -Reporting Areas

Audience

Acquisition

Behavior

Conversions

#PLMConX

Business Benefits -Objectives

Process Optimization	Website Usability
Audience Identification	Budget Allocations

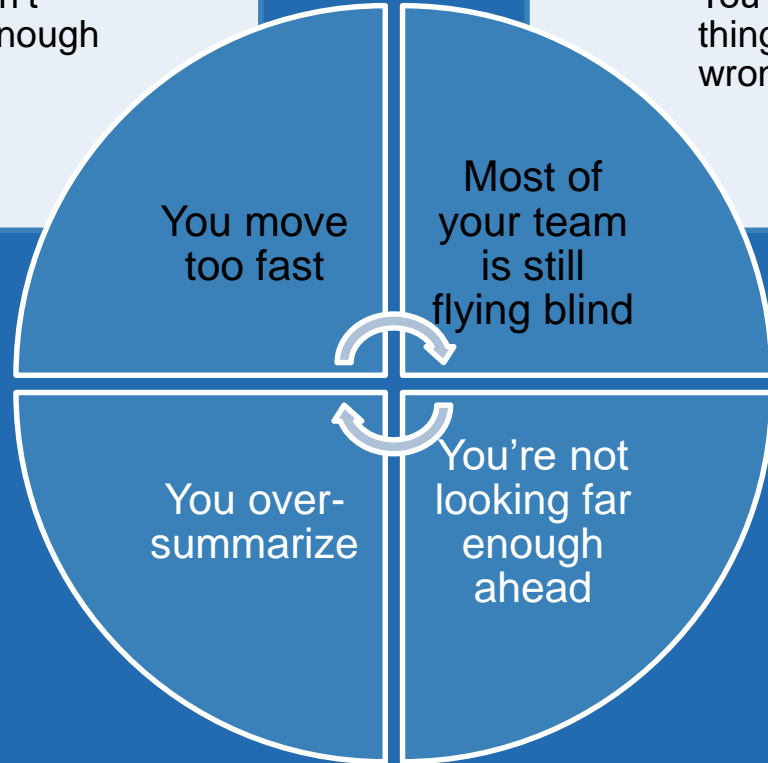Source - https://www.koozai.com/blog/analytics/google-analytics-business-benefits/

6 Mistakes Smart People Make with Their Analytics

- You don't track enough things

- You're storing things in the wrong place

You move too fast

Most of your team is still flying blind

You over-summarize

You're not looking far enough ahead

Source http://firstround.com/review/your-data-is-your-lifeblood-set-up-the-analytics-it-deserves//

Usage-Patterns
Analytics
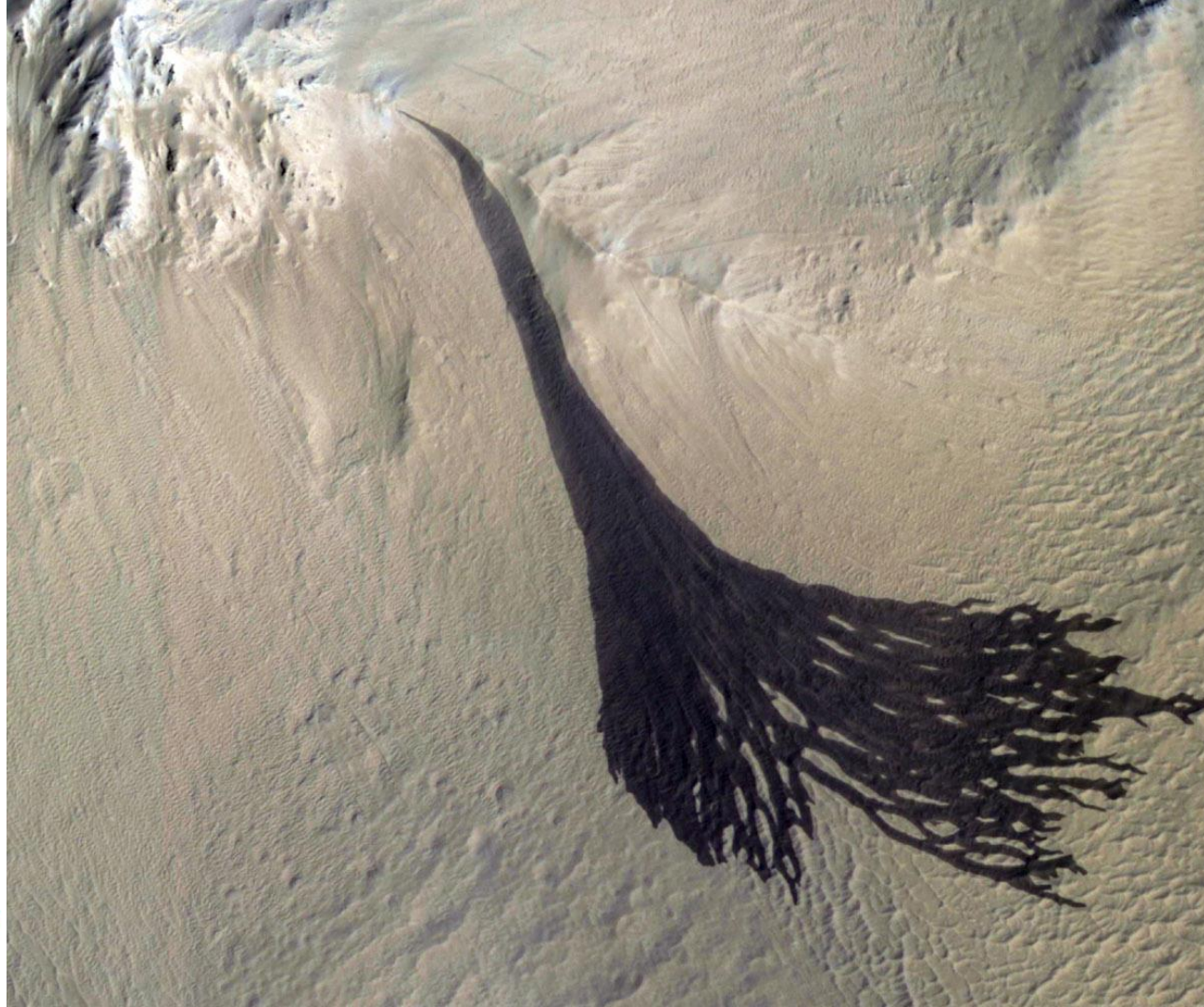**What's Entailed**

Collect

**Usage-Patterns
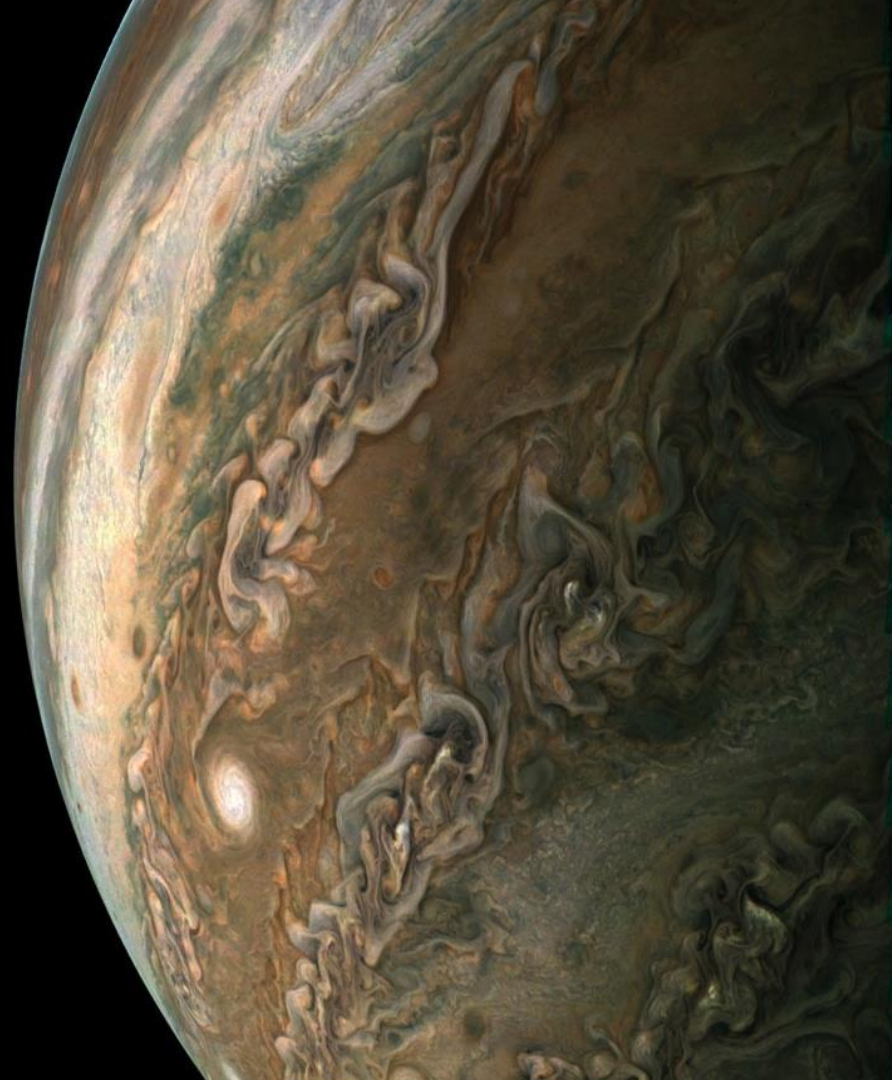Analytics
What's Entailed**

Process

**Usage-Patterns
Analytics
What's Entailed**

Report

**Usage-Patterns
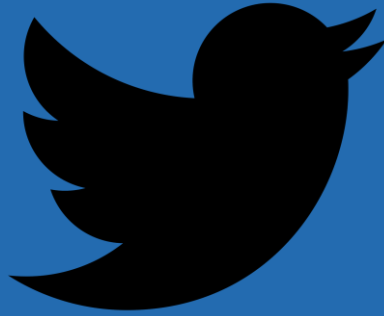Analytics
What's Entailed**

Challenges

Call to Action

#analyticsPLM

IR 9130852 Enable capability to simply add usage-pattern analytics to Active Workspace

PLM WORLD

SIEMENS
Ingenuity for life

Thanks!

Any questions?
Find me at @poulsonc & craig.poulson@jpl.nasa.gov
Please remember to complete your session evaluation following this session!

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